

CARNAVAL DEL BARRIO

FESTIVAL



LIMITLESS
COMMUNITY
DEVELOPMENT

2026
Sponsorship
Opportunities



Carnaval del Barrio 2025

ABOUT THE FESTIVAL

A Celebration of Culture, Community, & Connection
Columbia, South Carolina

Carnaval del Barrio, held annually in October, is one of Columbia's most vibrant and anticipated cultural celebrations; bringing together families, local businesses, artists, community resources, and community leaders for a day rooted in tradition, joy, and unity.

As the event continues to grow each year, Carnaval del Barrio has become more than a festival, it is a platform that uplifts culture, supports local economies, and creates meaningful connections across the Midlands.

It's a day to connect, to learn, and to honor the rich diversity that strengthens our neighborhoods. From bold flavors to live music and immersive experiences, the festival draws people in and leaves them feeling part of something bigger.

Our Audience

For the past few years, we have averaged between 2,500 to 4,000 attendees. Carnaval del Barrio attracts a diverse, multigenerational audience that reflects the heart of South Carolina. 90% our audience attends as a family, typically 4 or more.

Our attendees are not only local, but come from all over the State — making Carnaval del Barrio a powerful opportunity for brands looking to expand their reach and provides valuable promotional and on-site exposure to all demographics.

Partner With Us

We offer a range of customizable sponsorship packages designed to meet the needs of small businesses, corporations, and community partners.

Each package provides unique opportunities for visibility, engagement, and impact.



SPONSORSHIP PACKAGES

PREMIERE: \$20,000

SOLD OUT

- Representation as the “Carnaval del Barrio Festival, brought to you by “<YOUR BRAND>” in logos and/or text in all Festival marketing and collateral material.
- Main Stage and DJ naming rights
- 15 Carnaval del Barrio adult tickets
- Validate 2 parking tickets
- Sponsor banner placement on the Main Stage
- Minimum 250 on-air mentions on radio
- Assigned tent space on Finlay Park Sponsor Row
- Media presence with corporate acknowledgment in all print marketing materials for the CDB including print advertising, posters, event banners and staff shirts
- Corporate logo on the CDB e- mail blast
- Corporate logo on the CDB Sponsorship page linking to sponsor website
- CDB Social Media mentions
- CDB Program print ad and listing

TITLE: \$12,500

(Limit 2)

- Carnival naming rights
- 12 Carnaval del Barrio adult tickets
- Validate 2 parking tickets
- Sponsor banner placement on the alternate stage being sponsored
- Minimum 200 on-air mentions on radio
- Assigned tent space on Finlay Park Sponsor Row
- Media presence with corporate acknowledgment in all print marketing materials for the CDB including print advertising, posters, event banners and staff shirts
- Corporate logo on the CDB e- mail blast
- Corporate logo on the CDB Sponsorship page linking to sponsor website
- CDB Social Media mentions
- CDB Program listing

SUPPORTING: \$10,000

- Naming rights to choice of non-stage sites on field (ie. Tent City, Vendor Village, Kid Zone, Food Court, Entrances)
- 10 Carnaval del Barrio adult tickets
- Validate 2 parking tickets
- Sponsor banner placement in a high visibility location to be determined by Festival staff
- Minimum 150 on-air mentions on radio
- Assigned tent space on Finlay Park Sponsor Row
- Media presence with corporate acknowledgment in all print marketing materials for the CDB including print advertising, posters, event banners and staff shirts
- Corporate logo on the CDB e- mail blast
- Corporate logo on the CDB Sponsorship page linking to sponsor website
- CDB Social Media mentions
- CDB Program listing

DIAMOND: \$7,500

- 8 Carnaval del Barrio adult tickets
- Validate 1 parking ticket
- Sponsor-provided banner placement on the Main Stage
- Minimum 100 on-air mentions on radio
- Assigned tent space on Finlay Park Sponsor Row
- Media presence with corporate acknowledgment in all print marketing materials for the CDB including print advertising, posters, event banners and staff shirts
- Corporate logo on the CDB e- mail blast
- Corporate logo on the CDB Sponsorship page linking to sponsor website
- CDB Social Media mentions
- CDB Program listing

PLATINUM: \$5,000

- 6 Carnaval del Barrio adult tickets
- Validate 1 parking ticket
- Sponsor-provided banner placement on the Main Stage
- Minimum 50 on-air mentions on radio
- Assigned tent space on Finlay Park Sponsor Row (Sponsor to supply tent, table and chairs)
- Media presence with corporate acknowledgment in all print marketing materials for the CDB including print advertising, posters, event banners and staff shirts
- Corporate logo on the CDB e- mail blast
- Corporate logo on the CDB Sponsorship page linking to sponsor website
- CDB Social Media mentions
- CDB Program listing

GOLD: \$2,500

- 4 Carnaval del Barrio adult tickets
- Sponsor-provided banner displayed
- Minimum 25 on-air mentions on radio
- Corporate logo on the CDB e- mail blast
- Corporate logo on the CDB Sponsorship page linking to sponsor website
- CDB Social Media mentions
- CDB Program listing

SILVER: \$1,000

- 2 Carnaval del Barrio adult tickets
- Corporate logo on the CDB Sponsorship page
- CDB Social Media mentions
- CDB Program listing

BRONZE: \$500

- 2 Carnaval del Barrio adult tickets
- Corporate logo on the CDB Sponsorship page
- CDB Program listing

FAN: \$100

- CDB Program listing

A LA CARTE SPONSORSHIPS

Interested in selecting only specific benefits of sponsorship?
Choose from our A La Carte options

MAIN STAGE NAMING: \$15,000 (LIMIT 1)

Includes signage on Main Stage, recognition in festival program, recognition on website and mention in main stage public address announcements. Comes with 10 festival tickets.

CARNIVAL: \$7,500 (LIMIT 1)

Includes signage in the Carnival area being sponsored, recognition in festival program, recognition on website and mention in the Main Stage's public address announcements. Comes with 6 festival tickets per sponsorship.

FOOD COURT, VENDOR VILLAGE, KIDS ZONE, OR TENT CITY NAMING: \$2,500 EACH

Includes signage in the appropriate area, recognition in Festival program and website, and mention in the Main Stage's public address announcements. Comes with 4 festival tickets per sponsorship.

ASSIGNED TENT SITE ON SPONSOR ROW: \$2,500 PER SITE

Includes 10' x10' tent site for meeting potential customers, handing out samples and/or literature. Includes recognition in Festival program and website. Up to 4 admission bracelets given to those working the tent.
(Sponsor to supply tent, table and chairs)

RADIO MENTIONS: \$1,000 PER 50 SPONSOR NAME MENTIONS ON CDB RADIO COMMERCIALS AIRING ON RADIO

Includes recognition in Festival program and website.

SPONSOR SIGN PLACEMENT: \$200/SIGN (\$300 FOR 2)

Includes the placing of one sponsor sign, no bigger than 18" x 12" in a high visibility location to be determined by Festival staff. Includes recognition in CDB program and website.

INDIVIDUAL PERFORMANCE UNDERWRITING:

- \$1,500 Main Stage Headliner performances
- \$1,000 Other Main Stage performances
- \$750 Main Stage DJ

All performance underwriting sponsorships include mentions from the stage and recognition in CDB program and website.

Interested in sponsoring Carnaval del Barrio?

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